

COMPLETE CATALOG OF PRODUCTS AND SERVICES



"The effective use of the Power Marketing Program has essentially made traditional advertising agencies outdated and obsolete."

# **Forbes**

As seen on:







The Power Marketing Agency is a marketing and advertising firm located in Boise, ID. It is also the headquarters for the *Power Marketing* Consultants Network which is the largest network of professional marketing agencies in the world. Our network is comprised of some of the most successful marketing firms anywhere, including several industry experts, vertical marketing specialists, business coaches, and best-selling authors and speakers. All of the members of our network have been specially trained to use the proprietary **Power** *Marketing Program*™ which is a proven, scientific approach to marketing, that virtually guarantees your dominance in your marketplace. The Power Marketing Agency produces all of our customers' marketing fulfillment needs through our 2 subsidiary companies: **Sound** Alive Productions (media production), and Magnus Design Studio (design agency). This catalog contains an overview of our products and services.

# MARKETING CONSULTING SERVICES

Any good company that sells a valuable product or service to their marketplace is usually very good at what they do. But, in today's crowded marketplace, just having a good product or service isn't good enough to win the lion's share of the marketplace that you deserve. Smart companies hire the services of professional marketing consultants who have the ability to measurably improve overall sales and revenue—period. Marketing consulting services are retained by businesses who want to dominate their industry and grow their revenue.

Program<sup>™</sup> which is a comprehensive approach to marketing unlike anything else available. The Power Marketing Program<sup>™</sup> has been tested and proven in over 350 industries, and it has consistently driven businesses to become the #1 company in their industry. The Power Marketing Program<sup>™</sup> is based on science and human nature, and it was developed by combining some of the most well known and effective marketing techniques from experts like Jay Abraham, Claude Hopkins, Jim Rohn, Steve Jobs, Zig Ziglar, Dan Kennedy, and others.

All of our marketing consulting services are based on the principles of our exclusive Power Marketing Program<sup>™</sup>. A complete overview of the program can be found on our audio training program, *Total Dominance*.

### PRICING SCHEDULE FOR MARKETING CONSULTING SERVICES:

### **Discovery Meeting: \$499**

In a discovery meeting, we will review your existing marketing program, your business and operational systems, and determine where there are gaps and opportunities to grow your business using the Power Marketing Program $^{\text{TM}}$ . We will then provide you with an overview of what your next steps should be to start immediately increasing revenue.

### Single Project (flat fee): \$5,000 to \$50,000

A single marketing project would entail the entire strategic development of a marketing program for your business. The final fee is based upon the scope of the project. This is the best option for businesses who want a "done-for-you" marketing system, but are not yet ready to commit to the **Virtual Marketing Department**.

### **MARKETING TRAINING:**

Total Dominance 2 Day Training Event: \$8,750 Power Marketing LIVE Seminar (4 hours): \$999 Total Dominance Audio Program (3 audio CDs): \$499

You can order the Total Dominance Audio Training Program online at:

PowerMarketing.agency





# VIRTUAL MARKETING DEPARTMENT

According to Salary.com, the average marketing director costs businesses \$120,506 per year. And more than likely, the average marketing director will end up doing your marketing all wrong, since they have been trained and experienced in the use of outdated and obsolete marketing practices.

A better option is to use our *Virtual Marketing Department (VMD)* service. With this option, you can retain our services for a fraction of the cost of a Marketing Director, and actually have your marketing systems and strategies developed the right way, using the *Power Marketing Program*™. Our monthly retainer fee is relatively low because we make our money on the participation fee—which you'll never have to pay if we can't grow your company. That's how confident we are in our ability to bring you new dollars into your business that you're currently not getting.

On top of that, as a VMD client, we'll handle all your fulfillment needs with a discounted pricing schedule. You were going to pay retail price anyway on the fulfillment items you needed—now, you can have access to a complete marketing fulfillment agency at a guaranteed discount.

### **VIRTUAL MARKETING DEPARTMENT (VMD) PRICING**

Monthly Retainer: \$1,000 to \$10,000 per month (minimum 1 year commitment)

Pricing varies depending upon the overall need of the company

Participation Fee: 10% of year-over-year growth (gross profit dollars)

If your revenue doesn't increase, you pay nothing!

### VMD DISCOUNTED FULFILLMENT SCHEDULE:

Media Production through Sound Alive Productions10% discountDesign Services through Magnus Design Studio10% discountMarketing Execution10% discountFull Color Printing5% discount

# SOUNDALIVE PRODUCTIONS

The Power Marketing Agency handles all of our customers' media production needs through our subsidiary production company, **Sound Alive Productions**.

# VIDEO PRODUCTION SERVICES

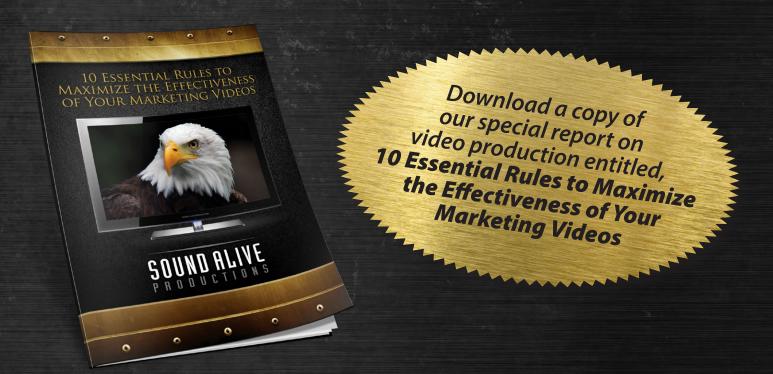


Sound Alive Productions can handle *any* video production need. Video projects are billed on an hourly basis. You will be quoted an hourly rate in advance of the project, so you will know the exact amount of hours your project will require. All video production is captured at 4K UHD and includes:

- Professional video production in studio or on-site
- Use of greenscreen for custom backgrounds
- Multiple camera angles
- Moving camera shots

- Custom graphics and B-roll
- Professional audio capture
- Sound effects
- Royalty free audio soundtrack

VIDEO PRODUCTION PRICING	
Hourly video editing	\$375/hour
Motion graphics intro/outro	\$299
Professional voiceover narration	\$99/minute
DVD production (DVD mastering, chapter/menu creation)	\$499
Short run DVD duplication	\$5/disc



# **VIDEO SPOKESPERSONS**



To maximize your professional appearance, we recommend the use of a professional video spokesperson for your next video project. Our video spokespersons have the experience to communicate effectively to your audience no matter what the application. Our professional actors and spokesmodels can deliver broadcast ready material for your TV commercials, web videos, and corporate videos, and we have a large selection of spokespeople to suit just about any business.

VIDEO SPOKESPERSON PRICING			
30 seconds	\$499		
60 seconds	\$799		
Bronze Package (available for Bronze Web Design Package)	\$500		
Silver Package (available for Silver Web Design Package)	\$750		
Gold Package (available for Gold Web Design Package)	\$1,500		

Select from our roster of professional video talent at: **SoundAlive.Productions** 



# LIVE WEBCASTING



Using modern technology, you can now communicate with your entire audience through live streaming video (commonly called *Webcasting*). The possibilities are endless since you can now stream video live (just like the evening news) and interact with your audience in realtime (via online chat and social media integration). Our webcasting service includes:

- Use of large teleprompter
- Professional video engineer
- Professional chat feed (users can login via Chatroll, Facebook, Twitter, or as guests)
- Professional in-studio chat moderator
- Advanced audio processing (lapel microphones with studio-quality digital audio processing)
- Professional intros and outros
- Live "Chroma Keyed" background (choose any background you like)
  - Live lower thirds
  - Up to 2 camera angles
  - Archived recording (HD 720p format)
  - Customized embedding on your own website or Facebook page
  - Option to "Skype In" other live guests
  - Email capture

### Studio Use: \$1,500 per hour

- 1 hour minimum.
- Includes 30 minutes "prep time" prior to webcast before studio use time is calculated.
- · Billed in 15 minute increments.

# Archived copy of webcast on DVD:

• \$49 (includes custom disc printing)

### **Optional Upgrades:**

Professional Makeup Artist:

- \$99 flat fee
- Makeup artist must be requested 2 weeks prior to webcast.
- Talent must be in studio at least one hour prior to webcast.



# MOBILE SUPERSTREAM™

# Take Your Next Event Virtual with a Mobile Superstream™!

Whether we like it or not, LIVE EVENTS are all going virtual. From sales conferences, to school graduations, to training seminars, and sporting events, and even weddings—everything is going online and virtual.

Unfortunately, typical Zoom or Skype setups don't allow for your online viewers to really experience your events like they should. Power Marketing is here to fix that problem for you with our exclusive **Mobile Superstream**™ Service.

With a **Mobile Superstream**<sup>™</sup> from Sound Alive Productions, you can now have multiple camera angles (including an aerial drone), studio quality audio, and custom overlays and graphics all for a fraction of the price of what a typical LIVE EVENT would cost.

MOBILE SUPERSTREAM FEATURES	Standard	Premier	Pro
Up to 4 Hours of Broadcast Time	\$5,000	\$7,500	\$10,000
Additional Broadcast Hours (15 min. billing segments)	\$500	\$1,000	\$2,000
Number of Stationary Cameras	2	3	6
Trackable Camera Shots (w/ cameraman)	\$150/hour	\$100/hour	2 Included
Roaming Camera (replaces 1 stationary camera)	NA	\$100/hour	1 Included
Laptop Presenter Screen Capture	NA	Yes	Yes
Customized Landing Page	Yes	Yes	Yes
Live Chat Feed	Yes	Yes	Yes
Chat Moderator	NA	\$75/hour	Included
Aerial Camera (replaces 1 stationary camera)	NA	\$150/hour	Included
Zoom Screen Panel	NA	NA	Yes
Live Projector & 10 foot 16:9 screen	NA	\$250	Included
LIVESOUND			
Wireless Handheld Microphones	1	2	8
Additional Audio Inputs	1	2	8
Audience Size	up to 100	up to 500	up to 2,000

# **AUDIO PRODUCTION SERVICES**

Sound Alive Productions is fully equipped to handle all of your audio production needs. Our completely digital recording studio is built around the industry leading 64 bit, Logic Pro software, and can handle up to 255 tracks of audio. We use top of the line microphone preamps from Apogee and have a plethora of professional audio plugins guaranteeing you the *absolute best* in audio clarity and overall quality.

AUDIO PRODUCTION PRICING			
Hourly audio production	\$150/hour		
Radio advertisement production (30 or 60 seconds)	\$250		
Custom professional voice talent	\$99/minute		
Custom jingles or custom soundtracks	custom quote		
Short run audio CD duplication	\$3.50/disc		





The Power Marketing Agency handles all of our customers' design needs through our subsidiary design company, *Magnus Design Studio*.

# WEB DESIGN SERVICES



MOBILE RESPONSIVE WEBSITES

All of our website packages include Mobile Responsive coding to ensure that your website looks and works great on mobile devices. Additionally, specific mobile features, when applicable will be automatically included in your website like:

- Testing for compatibility and all popular mobile devices (iOS & Android)
- Custom prepared "Retina-ready" graphics
- Custom "Add to Homepage" icon
- Tap to call feature
- Mobile mapping feature
- Mobile ready video encoding
- Mobile ready audio encoding
- Mobile auto detection
- Custom slideshows and photo galleries
- Custom web banners on Gold Packages





# Power Marketing Web Design Packages







WEBSITE FEATURES			
Static Webpages	up to 10	up to 30	up to 50
Site Design (HTML 5 compliant and iPad compatible)	Custom Template	Custom Template	Custom Template
Power Marketing Web Strategy Process (\$10,000 value)	Included	Included	Included
Mobile Responsive Design	V	V	V
Customized Graphics	V	V	V
Maps Integration	~	V	V
Integrated Site Search	V	V	V
Contact Form (spam protected)	V	V	V
Lightbox Photo Gallery		V	V
Custom Mobile Banners			~
Custom Online Form (email capture, online application, etc.)			V
WEB VIDEOS IN	CLUDED		
Homepage Commercial (Professional Video / 2-3 minutes)	1	1	1
Additional Videos (Tier 1 Videos / 60 seconds each)	0	3	10
PMC Based Video Scripting	V	V	V
Video Encoding for HD and Mobile Use	V	V	~
YouTube Channel Creation and Optimization		~	V
Custom 3D Motion Graphics Logo		V	V
Aerial Shots (Drone Videography)			V
Optional Professional Video Spokesperson	\$500	\$750	\$1,500
SEO and SITE OPT	IMIZATION		
XML Sitemap and Major Search Engine Indexing Guaranteed	~	<b>V</b>	V
Get Clicky Analytics	V	<b>✓</b>	V
Site Optimization (keywords, tags, headers, linking, etc.)	V	<b>V</b>	V
ADA Compliance (alt tags and meta descriptions)	V	V	V
Local Listings Optimization		V	V
Exclusive Business Relationship Available			V
PRICE	\$9,999	\$17,999	\$24,999

Download our FREE
Website Design Checklist
from our website at
PowerMarketing.Agency





# **GRAPHIC DESIGN SERVICES**

GRAPHIC DESIGN PRICING			
Hourly design fee	\$150/hour		
Business card design (per side)	\$25		
Postcard / rack card (per side)	\$35		
Letterhead or envelope	\$35		
8.5 x 11 brochure (per side)	\$50		
11 x 17 brochure (per side)	\$65		
Logo contest (held on 99Designs.com)	\$499		

# **CUSTOM PHOTOGRAPHY**

Your business should always look its best. The only way to ensure that your professional image comes across properly in all advertising mediums is to have custom, professional, high resolution photography taken for your business. Our *Custom Photography* services can handle any and all photo requirements including:

- Custom portraits (in studio or on-site)
- Product photography
- Product catalogs
- High resolution *masking* (background removal) for marketing material
- Aerial photography





**General Professional Photography for Portraits, Product Photography is: \$150/hour**All Custom Photography projects are CUSTOM and are quoted on a per project basis.



# **FULL COLOR PRINTING**



4 x 6 POST CARDS	Retail
1,000 - 4/0, 4/1, 4/4	\$150
2,500 - 4/0, 4/1, 4/4	\$250
5,000 - 4/0, 4/1, 4/4	\$325
10,000 - 4/0, 4/1, 4/4	\$500

5 x 7 POST CARDS	Retail
1,000 - 4/0, 4/1, 4/4	\$225
2,500 - 4/0, 4/1, 4/4	\$330
5,000 - 4/0, 4/1, 4/4	\$450
10,000 - 4/0, 4/1, 4/4	\$800

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FULL COLOR BUSINESS CARDS	Retail
1,000 - 4/0, 4/1, 4/4	\$65
2,500 - 4/0, 4/1, 4/4	\$99
5,000 - 4/0, 4/1, 4/4	\$150
10,000 - 4/0, 4/1, 4/4	\$250



6 x 11 POST CARDS	Retail
1,000 - 4/0, 4/1, 4/4	\$325
2,500 - 4/0, 4/1, 4/4	\$465
5,000 - 4/0, 4/1, 4/4	\$700
10,000 - 4/0, 4/1, 4/4	\$1300

8.5 x 11 FLIERS & BROCHURES	Retail
1,000 - 4/0	\$200
1,000 - 4/1, 4/4	\$300
2,500 - 4/0	\$325
2,500 - 4/1, 4/4	\$400
5,000 - 4/0	\$500
5,00 - 4/1, 4/4	\$550
10,000 - 4/0	\$825
10,000 - 4/1, 4/4	\$875

These prices include the cost of folding.
Printing on 100 lb Gloss Book with Aqueous Coating
(UV coating additional - request quote)

### **How to Read This Pricing Guide:**

The number "4" represents full color
The number "1" represents black only
The number "0" represents a blank side
4/4 denotes full color on both sides
4/0 denotes full color on one side and blank on the
other side, etc.



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8.5 x 11 BOOKLETS (8 pages)	Retail	
1,000 - 4/4	\$1,399	
2,500 - 4/4	\$1,999	
5,000 - 4/4	\$2,599	
10,000 - 4/4	\$4,499	

Printed on 100 lb Gloss Book with Aqueous Coating (UV coating additional - request quote)

11 x 17 BROCHURES	Retail
1,000 - 4/0	\$320
1,000 - 4/1, 4/4	\$495
1,000 - Standard Folding	\$40
2,500 - 4/0	\$550
2,500 - 4/1, 4/4	\$685
2,500 - Standard Folding	\$60
5,000 - 4/0	\$700
5,000 - 4/1, 4/4	\$900
5,000 - Standard Folding	\$90
10,000 - 4/0	\$1,250
10,000 - 4/1, 4/4	\$1,500
10,000 - Standard Folding	\$160

Standard Folding pricing is for an Accordion Fold, Half-Fold, or Z-Fold Printed on 100 lb Gloss Book with Aqueous Coating (UV coating additional - request quote)

DOORHANGERS	Retail
1,000 - 4/0, 4/1, 4/4	\$250
2,500 - 4/0, 4/1, 4/4	\$399
5,000 - 4/0, 4/1, 4/4	\$675
10,000 - 4/0, 4/1, 4/4	\$1,250

FULL COLOR LETTERHEAD	Retail
1,000 - 4/0	\$199
2,500 - 4/0	\$365
5,000 - 4/0	\$575
10,000 - 4/0	\$1,000

Letterhead is printed on 70 lb premium opaque paper

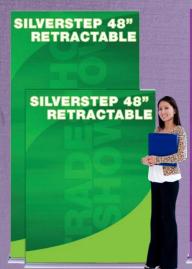
FULL COLOR #10 ENVELOPES	Retail
1,000 - 4/0	\$275
2,500 - 4/0	\$425
5,000 - 4/0	\$825
10,000 - 4/0	\$1,450

Envelopes are printed on 70 lb premium opaque paper

# SIGNS AND BANNERS

# **SILVERSTEP Retractable Banner Stand**







### SILVERSTEP 60" RETRACTABLE

SILVERSTEP 60" RETRACTABLE

### Includes:

- Retractable Stand
- Telescopic Pole
- One Top Clamp or Hook & Loop Bar
- Support Pole
- SilverStep Travel Bag

# Graphic Material:

Super Flat Vinyl



Deluxe travel bag is included

### SILVERSTEP 24" \$215

Size: 24" x 85" Base Width: 25.5" Weight: 12 lbs

### SILVERSTEP 36" \$270

**Size:** 36" x 80" **Base Width:** 37.6" **Weight:** 16 lbs

# SILVERSTEP 48" \$330

Size: 48" x 80" Base Width: 49.5" Weight: 21 lbs

### SILVERSTEP 60" \$410

Size: 60" x 80"
Base Width: 61.65"
Weight: 24 lbs

# **TABLE THROW (FULL COLOR CUSTOM)**

Table Throws are a great addition to your trade show booth and are sized to fit standard 6ft and 8ft tables. Available in full graphic prints. There are two different styles available to suit your needs. The Open Back version has a full-length front and side material with a shorter edge on the backside. The Full Back version has full length material on the front, back and both sides of the table.







Back (4 sided)

### **PRODUCT**

6 foot (3 sided) 6 foot (4 sided) 8 foot (3 sided)

8 foot (4 sided)

### **GRAPHIC SIZE**

126.5"W x 62.75"H 126.5"W x 84"H 150.5"W x 62.75"H 126.50"W x 84"H

### PRICE

\$278 \$358

\$318 \$398

# **ADDITIONAL SERVICES**

The Power Marketing Agency can also handle the tactical execution of marketing strategies for our customers by connecting you with our Network of "Power Marketing Xperts" in the Power Marketing Consultants Network. This includes the services listed below as well as *other* specialty services like: list acquisition, market research, industry surveys, and more.



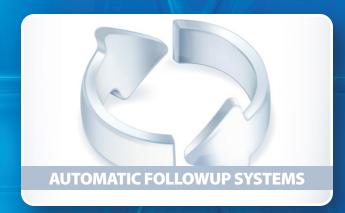
- Email marketing and list building
- Landing page development
- ClickFunnels / GoHighLevel development



- Facebook, Twitter, Instagram maintenance
- Branded social media pages
- Advanced Facebook PPC



- Facebook, Google, Instagram campaigns
- · Site optimization and management
- SEM, PPC



- InfusionSoft development
- Automated email integration
- Email drip campaigns



- Automated envelope stuffing
- Bulk mail rate
- Postcards and letters



- Rapid review system deployment
- Integrated website review system
- Creation of promotional reviews material

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